

CLAIMS

1. A method for forming a coating film on a plastic substrate which comprises the steps of:

5 (1) coating the plastic substrate with an aqueous white primer (A) having a water content of about 15% to about 48% by weight and being capable of forming a coating film having a lightness level (L^* value) of about 80 or more based on the $L^*a^*b^*$ color system as defined in JIS Z
10 8729;

 (2) heating the thus formed coating film of the primer (A) to adjust the water content of the film to within the range of about 1% to about 10% by weight and the surface electrical resistivity value of the film to
15 less than about $10^9 \Omega/\text{square}$;

 (3) electrostatically coating the thus adjusted coating film of the primer (A) with a thermosetting clear colored coating composition (B);

 (4) electrostatically coating the uncured coating
20 film of the clear colored coating composition (B) with a thermosetting clear coating composition (C); and

 (5) baking the three-layer coating film of the coating compositions (A), (B) and (C) to obtain a cured multilayer coating film having a lightness value (N value)
25 of about 8.5 or more based on the Munsell color system as

defined in JIS Z 8721.

2. The method for forming a coating film according to claim 1, wherein the coating film of the aqueous white primer (A), after being coated with the thermosetting clear colored coating composition (B) in step (3), has a surface electrical resistivity value of less than about $10^9 \Omega/\text{square}$.

3. The method for forming a coating film according to claim 1, wherein the plastic substrate is heated to about 35°C to about 60°C before coating in step (1).

4. The method for forming a coating film according to claim 1, wherein the aqueous white primer (A) comprises a chlorinated polyolefin, white pigment and water.

5. The method for forming a coating film according to claim 4, wherein the aqueous white primer (A) further comprises one or more modifier resins.

6. A coated plastic article obtained by the method for forming a coating film according to claim 1.